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L1 2 SEA NETTLE (S) (CREAM? OR LOTION? OR OINTMENT? OR TOPICAL?)  
(S) (SEX? OR LIBIDO OR IMPOTEN? OR ERECTION)  
D L1 TI,BIB,ABS  
D L1 1- ALL TI,BIB,ABS  
D L1 1- TI,BIB,ABS  
L2 0 SEA PASSION BOOSTER  
L3 17 SEA SATISFACTION (S) PLEASURE (S) ENHANC?  
L4 290 SEA 3 AND ARGININE  
L5 1 SEA L3 AND ARGININE  
D L5 1- TI,BIB,ABS  
L6 5 SEA VIAGIRL OR VIA GIRL  
L7 0 SEA L6 AND (ARGININE OR L-ARGININE)  
D L6 1- TI,BIB,ABS

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1 FILE CAPLUS  
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1 FILE KOSMET  
2 FILE PROMT

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L10 2 DUP REM L9 (0 DUPLICATES REMOVED)  
D L10 1- ALL

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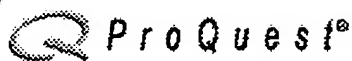
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Source type: Newspaper

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Document URL: [http://proquest.umi.com/pqdweb?  
did=55383300&sid=1&Fmt=3&clientId=19649&RQT=309&VName=PQD](http://proquest.umi.com/pqdweb?did=55383300&sid=1&Fmt=3&clientId=19649&RQT=309&VName=PQD)**Abstract (Document Summary)**

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Courtney says National Vitamin decided to add soft-gel fabrication after a shortage of natural vitamin E occurred about five years ago. Prior, it subcontracted the work to another manufacturer. Today, National Vitamin is one of about 17 U.S. soft-gel pill manufacturers.

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**Full Text** (1068 words)

(Copyright 2000)

By Joan Whitely

Review-Journal

It's a bitter pill to swallow, but visitors get no yummy snacks on the tour of the National Vitamin Co., which has opened near the south end of the Las Vegas Strip.

Visitors do get to watch as pills are mixed, injected, polished and popped - into containers - at the factory.

And, at tour's end, they get either a free skin care sample or vitamin sample.

The vitamin plant opened in autumn 1999 and cost \$10 million. It started offering free tours in February.

Plant manager Earl Courtney III said National Vitamin Co. plans to use the plant here primarily for mail-order sales of its LifeLine label. The company also makes products under the Nature's Blend label, as well as under private labels for various clients.

National Vitamin Co. is a newcomer to Southern Nevada, but the family business, founded by Courtney's father in Porterville, Calif., is 27 years old.

"I've been helping since I was 10," says Courtney.

Unlike the processes used when Courtney was inducted into the family business, the Las Vegas factory is set up for as much automation as modern technology allows.

"This is a lot more hands-free," explains Charles Gillham, packaging supervisor, and, one of the many hairnet-clad employees that visitors will see through the glass along the tour.

But not everything is hands-off. "Dino" is an adult-size costumed dinosaur character who roams the company's foyer when large groups, especially those with children, are passing through. He is named after the company's Dino-Life products for kids, including vitamins, shampoo and bubble bath.

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Next, the tablets go into a big tank into which little jets of liquid are shot. "We put a coating on our tablets in that 'washing machine' there," Courtney says. "We're spraying a food-grade coating." The coating is what keeps an alert tongue from sensing the bitter taste to most nonchewable tablets.

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To simulate the experience of being digested, the company also subjects a sample from each batch of tablets to a solution that is chemically equivalent to stomach acid.

"We make sure the tablet will break up in the allotted amount of time," Courtney says.

In addition to tablets, the business makes capsule-style pills. It makes soft-gel pills, too.

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Last of all, the pills are counted and poured into containers by computer. Cotton packing may be inserted. Air is blown inside each container to remove tiny pill debris. Caps are sealed, labels attached.

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Another private label example is a pill that National Vitamin makes for a Japanese client.

"It's made of rooster testicles. It's a men's-type product, for virility. I don't know if I want to know any more," Courtney jokes.

The plant tests all raw ingredients to verify their identity. In the case of rooster material, National Vitamin duplicates the testing procedure outlined by the supplier.

The company makes bath and cosmetic products, too. "By the end of the day your hands are nice and soft," Courtney says.

If the Food and Drug Administration approves National Vitamin's pending application, it will eventually also produce over-the-counter drugs such as generic equivalents of Tylenol, Advil, NyQuil and DayQuil.

"I guess we're the 50th largest" U.S. manufacturer of vitamins, out of about 400 manufacturers, Courtney estimates. In 1999, National Vitamin reached \$30 million in sales.

At the end of the tour, visitors can stop in the plant's store. It sells individual products as well as specialty gift baskets of products. A refreshment bar sells vitamin-fortified drinks. The company's registered pharmacist is available to discuss drug and herbal interactions with customers. Shoppers who have Nevada ID and sign the company's vitamin club book get a 20-percent discount.

## PREVIEW

What: National Vitamin Co.

When: 8:30 a.m.-6 p.m. Monday-Saturday; 11 a.m.-5 p.m. Sunday

Where: 7440 S. Industrial Road, Suite 210

Admission: Free

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L3	12	1 same (sex\$7 or impot\$5 or libido)	US-PGPU B; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/17 12:15
L4	5	1 same (erect\$6)	US-PGPU B; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/17 12:19
L5	56	1 same vasodil\$6	US-PGPU B; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/17 12:19
L6	1	5 and (erection or penis or penile)	US-PGPU B; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/17 12:20
L7	10	5 and sex\$5	US-PGPU B; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/17 12:23
L8	2694	nicotinic adj acid and sex\$5	US-PGPU B; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/17 12:23

L9	29	nicotinic adj acid same sex\$5	US-PGPU B; USPAT; EPO; JPO; DERWEN T	OR	ON	2005/08/17 12:23
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L14	0	Sarenoa adj serrulata	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:27
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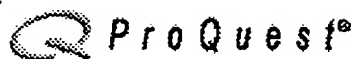
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L18	12	17 and (libido or sexual\$4 or impotence or erection or penile or penis)	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 14:31
L19	433	Lepidium meyenii or maca	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:31
L20	6	19 same (cream or lotion or ointment or topical\$4)	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 14:12
L21	5	20 and (libido or sexual\$4 or impotence or erection or penile or penis)	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 14:29
L22	106	harbeck.in.	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:39
L23	2	22 and yohimb\$4	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:40
L24	14	22 and topical\$4	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:40



L25	2	23 and topical\$4	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:41
L26	28	yohimbine same topical\$4	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 12:51
L27	5	yohimbe near3 extract same topical\$4	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 13:05
L28	3	yohimbe near10 (cream or lotion or ointment or topical\$4)	US-PGPU B; USPAT; EPO; JPO; DERWEN T	ADJ	ON	2005/08/17 13:31
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L30	2	29 same (penis or penile or impoten\$4 or libido or erection)	US-PGPU B; USPAT; EPO; JPO; DERWEN T	OR	ON	2005/08/17 14:12
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L33	2	32 and (penis or penile or impoten\$4 or libido or erection)	US-PGPU B; USPAT; EPO; JPO; DERWEN T	OR	ON	2005/08/17 13:32
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<b>L45</b>	<b>0</b>	<b>43 and (cream or lotion or ointment or topical\$4)</b>	<b>US-PGPU B; USPAT; EPO; JPO; DERWEN T</b>	<b>ADJ</b>	<b>ON</b>	<b>2005/08/17 14:52</b>

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When: 8:30 a.m.-6 p.m. Monday-Saturday; 11 a.m.-5 p.m. Sunday

Where: 7440 S. Industrial Road, Suite 210

Admission: Free

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